

BENCHMARKS - TOTAL US
SHIPMENTS 13 WEEK MOVING

	<u>Benchmarks***</u>	<u>13 Weeks Ending 26-Aug</u>	<u>Current vs. Benchmark</u>
Philip Morris	42.0	44.8	2.8 Favorable
Marlboro	24.9	28.2	3.3 Favorable
OPB	7.8	8.0	0.2 Favorable
Virginia Slims	2.2	2.4	0.2 Favorable
Benson & Hedges	2.5	2.4	0.1 Unfavorable
Merit	2.3	2.4	0.1 Favorable
Parliament	0.6	0.7	0.1 Favorable
Basic-Share of Discount	14.2	14.6	0.4 Favorable
Private Label-Share of Market	8.5	6.3 *	2.2 Favorable
C-Store Pack Price Lowest Discount**	\$1.34	\$1.34	\$0.00 Favorable

*Reflects most current data for three months ending July 1994.

**Reflects a change in pricing data source from Market Decisions to Nielsen.

***Benchmarks based on Original Budget

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